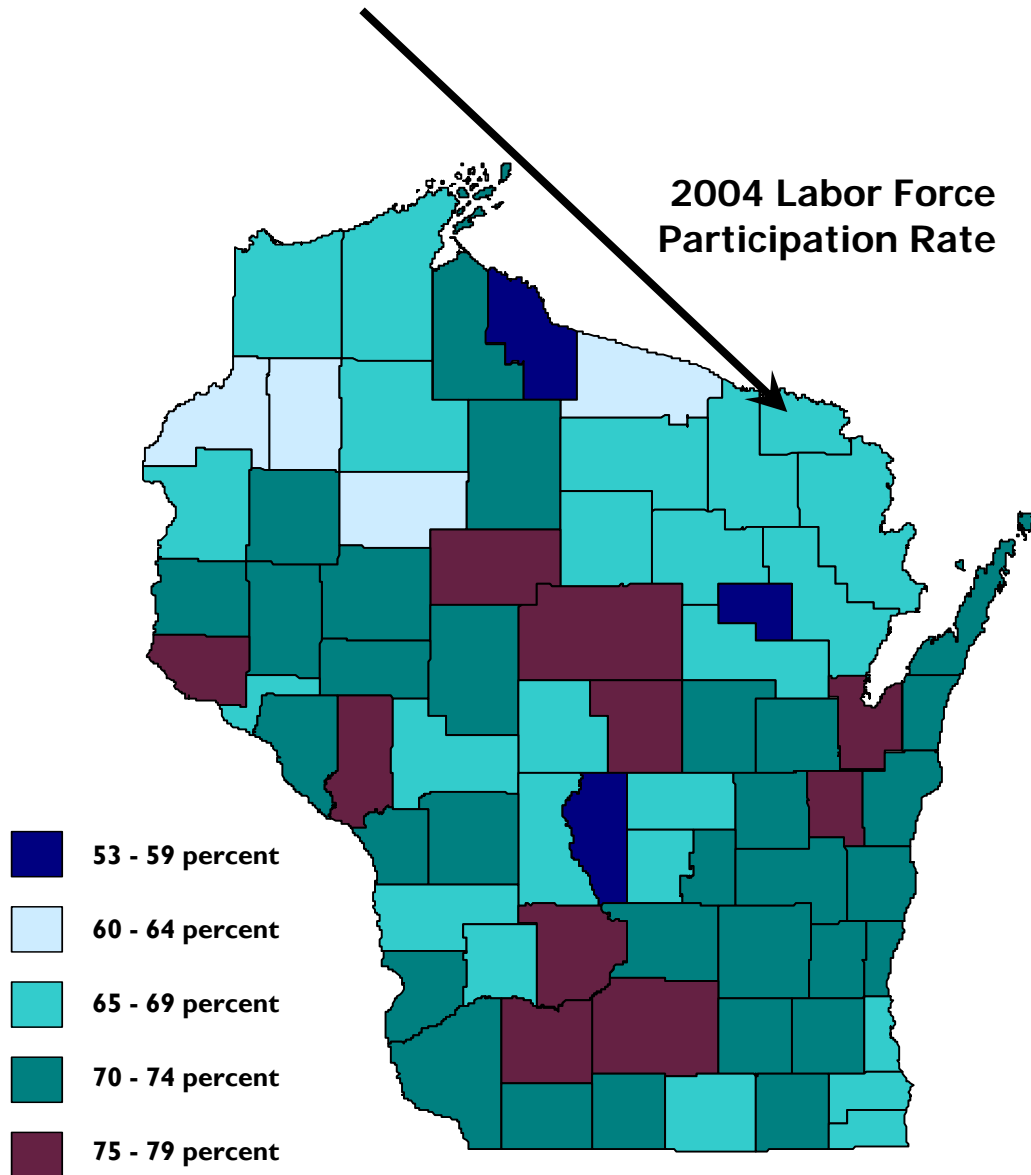


# Florence County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin  
Department of Workforce Development  
Office of Economic Advisors

December 2005

OEA-10607-P

## County Population and Labor Force

Florence County's population grew at a slower pace than both the state and nation between 2000 and 2005. This has been typical for the county over the last several decades. Since 2000, the county has grown by 125 residents. Projections to 2020 indicate that the county will have a slower growth rate than the state and the nation. The overall growth rate for the county through between 2000 and 2020 is expected to be 7.0 percent, compared to 13.9 percent for the state and 19.3 percent for the nation.

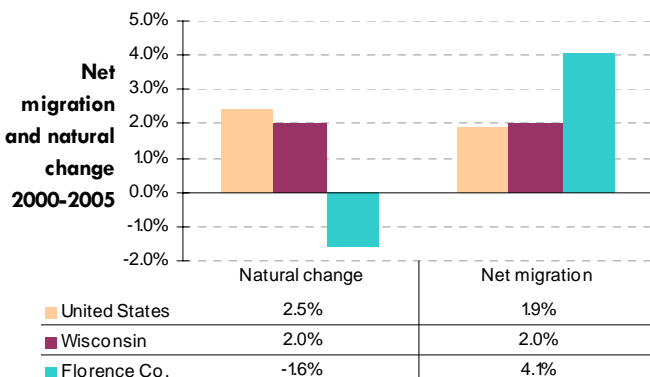
The percent of the population aged 16 and over that is currently in the labor force is 64.6 percent. This is below the statewide average of 70.8 percent and the nation's participation rate of 65.4 percent. The percentage of workers in the labor force fluctuates on a monthly and annual basis depending on where we are in the economic cycle during the year as well as how the overall economy is doing. The participation rate in Wisconsin generally has been above the national average with Wisconsin's labor force participation rate ranked in the top five nationally. A disadvantage of a high participation rate is restrictions on future job growth for the region. How do you create more jobs, if there is not a pool of available workers?

Although the county has a low participation rate, this does not necessarily mean that the area has a surplus of workers available to enter the labor force. The make-up of the county's population by age group is different than the state

### Five largest municipalities in Florence County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Florence County</b>	5,088	5,213	125	2.5%
Florence, Town	2,319	2,379	60	2.6%
Aurora, Town	1,186	1,220	34	2.9%
Commonwealth, Town	419	415	-4	-1.0%
Homestead, Town	378	389	11	2.9%
Fence, Town	231	231	0	0.0%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



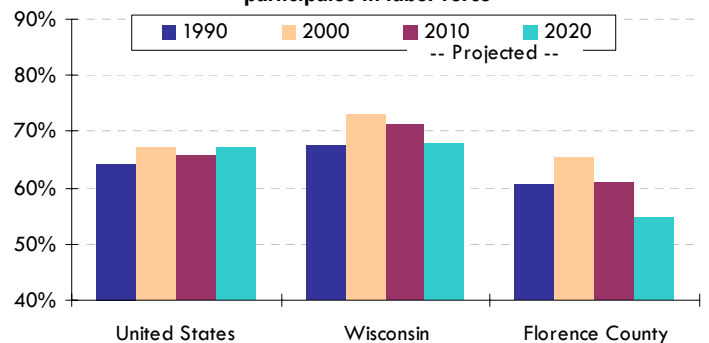
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Florence County
<b>Total population in 2000</b>	281,424,602	5,363,715	5,088
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	5,213
Change	13,735,700	217,042	125
% change	4.9%	4.0%	2.5%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	4,265
Share of total population	76.2%	78%	81.8%
Labor force	147,125,000	3,071,179	2,754
Labor force participation rate	65.4%	70.8%	64.6%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	4,344
16-24 yrs old	37,489,370	743,764	603
Share of population 16+ yrs	16.4%	16.8%	13.9%
25-59 yrs old	142,248,896	2,708,865	2,447
Share of population 16+ yrs	62.2%	61.3%	56.3%
60 yrs and older	48,883,408	964,684	1,294
Share of population 16+ yrs	21.4%	21.8%	29.8%
<b>Projected population: 2020</b>	335,804,546	6,110,878	5,444
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	4,705
16-24 yrs old	37,918,865	681,586	337
Share of population 16+ yrs	14.4%	14.0%	7.2%
25-59 yrs old	150,678,402	2,756,884	2,306
Share of population 16+ yrs	57.1%	56.6%	49.0%
60 yrs and older	75,487,837	1,431,103	2,062
Share of population 16+ yrs	28.6%	29.4%	43.8%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

and nation. The percentage of the population in the groups under age 60 is below the state and nation, while the percentage of the labor force over age 60 and over is well above the state and national average. This indicates that a higher portion of the county's population is retired or at least at retirement age.

## Revised Labor Force

The county's labor force had its largest increase of workers between 1999 to 2000 when it increased by 866 workers. This was the period just before the most recent recession. However, the change in labor force at this point in time may be the result of a change in the estimating brought about by the 2000 census. This created a break in the data.

The county's unemployment rate reached a low point in 2000 at 4.0 percent, its lowest level since 1990 when it was at 3.7 percent. The rate in the county began to increase with the onset of the recession in 2001. Although the recession also ended nationally in 2001, the unemployment rate continued to rise through 2003 when it reached 6.3 percent. Since that time, the number of unemployed and the unemployment rate has dropped. During the last fourteen years, the county's unemployment rate has been above the state and national averages.

Currently the labor force for the county is 2,754. Although the unemployment rate has moderated during the last year, the number of workers estimated to be unemployed remains above the long term average of 129.

## Florence County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	2,171	2,091	80	3.7%
1991	1,451	1,275	176	12.1%
1992	1,527	1,356	171	11.2%
1993	1,564	1,437	127	8.1%
1994	1,547	1,446	101	6.5%
1995	1,605	1,519	86	5.4%
1996	1,648	1,541	107	6.5%
1997	1,726	1,599	127	7.4%
1998	1,777	1,657	120	6.8%
1999	1,757	1,642	115	6.5%
2000	2,623	2,518	105	4.0%
2001	2,662	2,542	120	4.5%
2002	2,748	2,580	168	6.1%
2003	2,719	2,548	171	6.3%
2004	2,754	2,588	166	6.0%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

The focus of this county's analysis to this point has been on quantitative changes in Florence County's population and labor force. At this point we will move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways which experts measure the overall quality of a region's skilled workforce is through an analysis of the

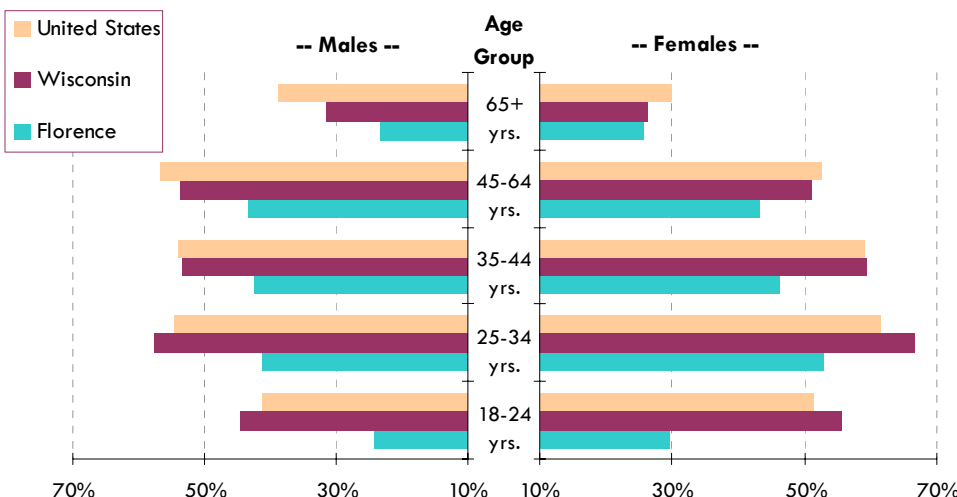
level of education attainment among the population. An example of this type of analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages at all of the five age levels for both male and females as to the level of post-secondary education (measured as attendance at either a technical or community college and/or four-year college or university).

The percentage of females in the county exceed males in post-secondary education in all age groups except the 35 through age 44 group where both are equal. This is similar to the state and nation through age 44, at that point males have had a higher education level than their female counterparts. The national and state trend indicates that a higher percentage of females are obtaining post-secondary education

Of particular interest is the gap in the 18-24 population, where a lack of education opportunities is apparent.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Average wages in Florence County were at 58.1 percent of the State of Wisconsin's average in 2004. None of the county's industry groups had an average wage at or above the state average. You will note that several of the industry sectors' data has been suppressed. This is due to the limited number of businesses in these industries, and release of the data could potentially identify specific companies.

The highest paid industry in the county is public administration at \$25,906, however, this is only 71.3 percent of the average wage for the industry in Wisconsin. Average wages for the manufacturing industry were the second highest wage (\$22,014). However, this may change as employment at the major manufacturer (Pride Manufacturing) in the county has changed over the last year.

Although manufacturing does not have the highest average wage in the county, it had the greatest number of workers of any industry group with 24.1 percent of the county's jobs. These jobs represent a larger portion of the county's payroll providing 26.3 percent of all wages paid in the county for a total of over \$6.3 million. The industry had an increase of 29 jobs between 2003 and 2004.

Education and health services had the second highest pay-

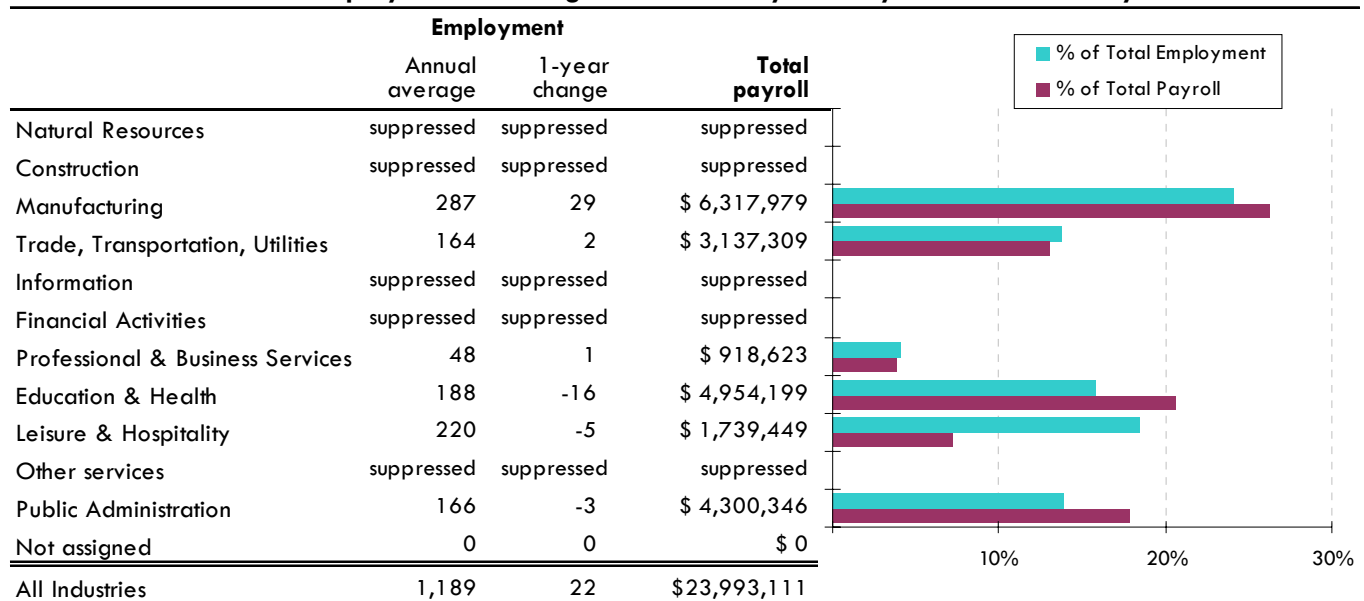
### Average Annual Wage by Industry Division in 2004

	2004 Wisconsin	2004 Florence County	Percent of Wisconsin	1-year % change
All Industries	\$ 34,749	\$ 20,179	58.1%	3.2%
Natural resources	\$ 27,399	suppressed	Not avail	Not avail.
Construction	\$ 41,258	suppressed	Not avail	Not avail.
Manufacturing	\$ 44,145	\$ 22,014	49.9%	-4.2%
Trade, Transportation, Utilities	\$ 30,088	\$ 19,130	63.6%	15.9%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	suppressed	Not avail	Not avail.
Professional & Business Services	\$ 39,580	\$ 19,138	48.4%	4.1%
Education & Health	\$ 36,408	\$ 26,352	72.4%	3.7%
Leisure & Hospitality	\$ 12,295	\$ 7,907	64.3%	6.9%
Other services	\$ 20,207	suppressed	Not avail	Not avail.
Public Administration	\$ 36,347	\$ 25,906	71.3%	3.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

roll in the county, and ranked third in the number of workers. This industry also provides a greater portion of the county's wages than it provides jobs. With its 188 jobs making up 15.8 percent of the jobs in the county, the wages provided 20.6 percent of the total payroll in the county. This is the reverse of the leisure and hospitality industry which provides 18.5 percent of the county's jobs (220), but only 7.2 percent of the county's wages. The lower ratio in this industry is often related to a higher percentage of part-time and seasonal jobs in this industry.

### 2004 employment and wage distribution by industry in Florence County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Florence County

Establishment	Product or Service	Size (Dec. 2004)
Pride Mfg Co LLC	Misc. wood product mfg.	100-249 employees
Florence Public School	Elementary & secondary schools	100-249 employees
Aurora Casting Services	Electroplating, anodizing, & coloring metal	100-249 employees
County of Florence	Executive & legislative offices, combined	50-99 employees
Florence Villa	Nursing care facilities	50-99 employees
Aurora Liquors Inc	Full-service restaurants	20-49 employees
Pine River Lumber Co Ltd	Sawmills	20-49 employees
DCK Enterprises Inc	Drinking places, alcoholic beverages	20-49 employees
State Bank of Florence	Commercial banking	20-49 employees
El Capitan Inc	Full-service restaurants	20-49 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Florence County

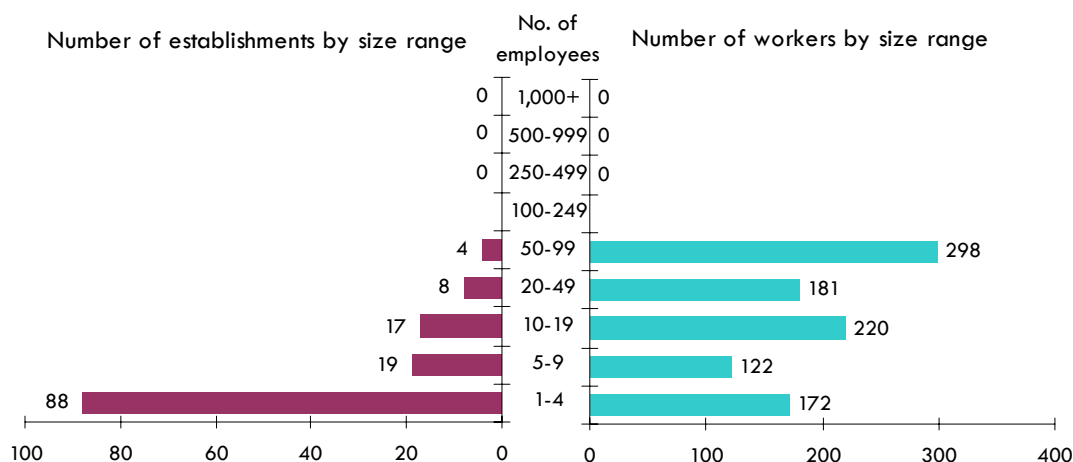
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Wood product manufacturing	6	202	-20	32
Food services and drinking places	20	180	-3	-2
Executive, legislative, & gen government	8	127	-2	15
Fabricated metal product manufacturing	*	*	not avail.	not avail.
Educational services	*	*	not avail.	not avail.
Nursing and residential care facilities	*	*	not avail.	not avail.
Food and beverage stores	7	53	5	6
Truck transportation	7	34	4	13
Merchant wholesalers, nondurable goods	*	*	not avail.	not avail.
Credit intermediation & related activity	*	*	not avail.	not avail.

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Florence County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Florence County has a higher percentage of jobs in manufacturing (24.1 percent) than the state and nation. This is reflected in the largest employers and industries within the county. Three of the ten largest companies are in manufacturing and three of the largest industry groups are manufacturing-related.

In the top ten employers county government and the Florence Public Schools are included. It is not unusual for government services and schools to be in the ten largest employers and industries. These employers are limited in number (in this case, there is only one school district for the entire county.) and provide services to large sectors of the population. Therefore, they tend to have a concentrated number of workers.

The graph on the bottom of this page indicates that the majority of the county's employers are small with less than 5 employees. This group makes up 65 percent of the county's employers and employs 17 percent of the workers. At the same time, 48 percent of the county's jobs are with employers having at least 20 to 99 employees. This group of employers represent just under nine percent of the county's employers. The largest number of workers are employed by four employers with 50 to 99 workers.

## Per Capita Personal Income

One other aspect of looking at the economy of a county is the per capita personal income (PCPI) in the county. Because the income is derived from all sources, it tells more than just what the wages or types of jobs are available. The latest PCPI available is for the year 2003. PCPI in Florence County was \$24,146. The county's PCPI ranks 47th highest of the state's 72 counties in amount and third in its five year growth rate. PCPI in the county was \$6,539 below the state, and \$7,326 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

Total per capita income is influenced by sources of income other than wages. Net earnings make up 69 percent of the county's total income. This is the same as the state average. Remaining income in the county comes from dividends, interest, rental property income (16.0 percent) and transfer payments (14.3 percent).

The ranking of the county's PCPI is relatively low in the state. The lower ranking is due in part because Florence County is primarily rural and PCPI and average wages in rural counties are generally lower than in larger urban areas. The county has a greater share of its population above age 60 age compared to the state, which would indicate a larger portion of retirees. PCPI indi-

cates that this may also be a factor in the income difference between the state and county. Over 20 percent of the PCPI in the county is derived from transfer payments, which includes retirement payments. This compares with only 16 percent for the State of Wisconsin.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005